

2012 Platinum Bike Summit:

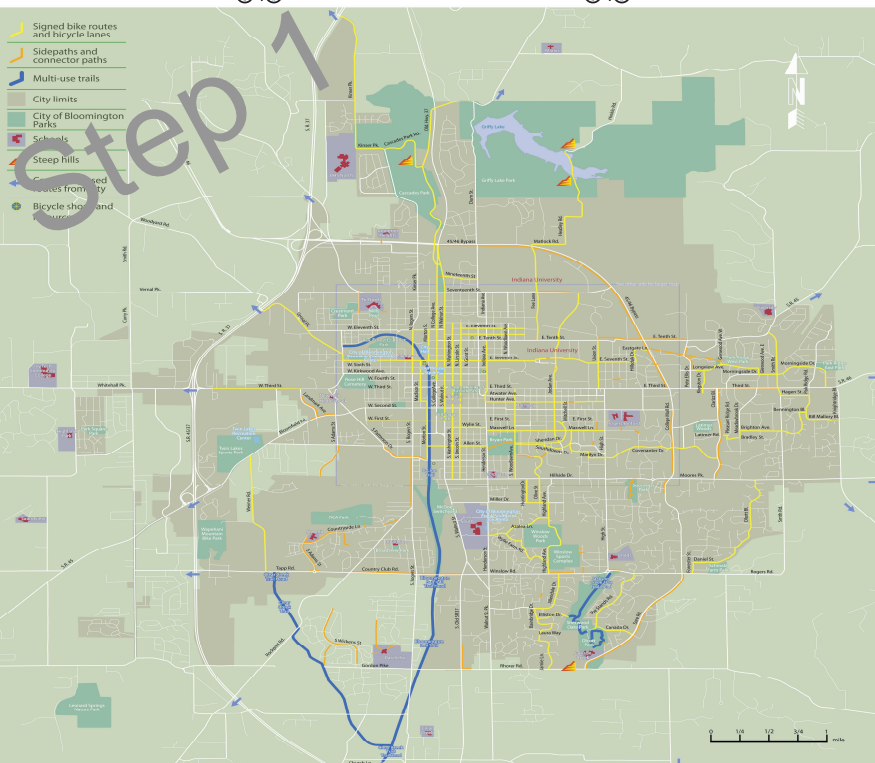
2012 Platinum Bike Summit:

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Step 1: Place a color sticker (your choice) indicating existing location(s) of high bicycle activity – use the same color of sticker for each location.

2012 Bikes Month Encouragement				2012 Evaluation				
Activity	Indicator	Indicator Units	2012 Benchmark	Honorable Mention	Bronze	Silver	Gold	Platinum
Sunday Open Streets	events	number	0					
Fun Rides	rides	number	4					
Bike to School	trips	percent	5%					
Mountain Biking Promotion	promos	number	1					
Signature Event	event	number	0					
Individualized Marketing	neighborhoods	number	0					
Wayfinding	facility	miles	0					
Bike Maps	maps	number	4300					
BikeBloomington.com	webpage	visits	0					
Bike Demonstrations	demos	number	1					
Pit-Stops	pit-stops	number	0					
Clinics and Convoys	events	number	0					
Bike to Work Registration	participants	number	100					
BFB Program	participants	number	3					
Brown Bag Lunch Sessions	sessions	number	3					

Step 2: Rate each activity using the Bicycle Friendly Community system for Bloomington's current efforts.

Step 3

Step 3: Now carry forward higher rated activities from step 2 and help program their keys to success for Bikes Month 2013. Also take 1 or 2 fledgling activities and help program their keys to success for an inaugural Bikes Month 2013 launch.

Action	Indicators	2012	2013
Sunday Open Streets	Number	None	
Event Sponsors	None		
Location			
Route			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Bike to School	Percent	~5%	
Type	Bike/walk		
Who			
What			
When			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Signature Event	Event	none	
Type	plan event		
Who			
What			
Where			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Wayfinding	Miles	0	
Type	none		
What			
Where			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
BikeBloomington.com	Visits	n/a	
Steps	n/a		
Who			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Pit-Stops	Number	0	
Type	n/a		
Who			
Where			
When			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Bike to Work Registration	Number	100	
Type	registered riders		
Who			
How			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Brown Bag Lunch Sessions	Number	3	
Type	n/a		
Who			
When			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Fun Rides	Number	4	
Total Riders	~TBD		
Who			
What			
Where			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Mountain Biking Promotion	Number	1	
Type	Trail Build		
Who			
What			
Where			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Individualized Marketing	Number	0	
Type	none		
Who			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Bike Maps	Number	4,300	
Type	Existing		
Who			
Where			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Bike Demonstrations	Number	1 (April)	
Type	campus events		
Who			
What			
Where			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
Clinics and Convoys	Number	0	
Type	n/a		
Who			
Where			
Misc.			
Keys to Success			
Lead Agency			
Support			

Action	Indicators	2012	2013
BFB Program	Number	3	
Type	no BFBs		
Who			
Where			
Misc.			
Keys to Success			
Lead Agency			
Support			

Step 4: Take your Bikes Month 2013 activities and place one color sticker (your choice) for each activity on the map under Step 1 to represent a respective target location. Do any dots connect?

Reflect, Innovate, and Respond:
Bikes Month 2013